

Note for Weinstein, Barbara

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From: Fuller, Stuart  
Date: Thu, Dec 16, 1993 10:38 AM  
Subject: Book changes  
To: Fernandez, Pascal; Harwood, Hunter; Joyce, Ed; Lichtman, Jennifer; Neidle, Bruce; Weinkselbaum, Ian; Weinstein, Barbara  
Cc: Beran, Dave; Gawronski, Edward

Starting with the book to be issued next week, we will be adding the enclosed table to the following sections:

Shipments, Nielsen c-stores, Nielsen Supermarkets, McLane.

Time comparisons, as you will see in the enclosure, are to be based on March 1993.

For Nielsen, show current 4 week average versus March 1993 monthly shares (expanded panel). Please footnote the differences in data sources.

For Shipments, use current 4 week average. We will need to determine an appropriate base period that is not distorted by the effects of the trade program at the end of March. In order to make next week's book this will have to be decided by tomorrow.

McLane -- current 4 week average compared to the four week period beginning March 12, the first week for which we had competitor data.

THERE WILL BE NO BOOK ISSUED DURING THE WEEK BETWEEN CHRISTMAS AND NEW YEARS. HOWEVER, THERE IS A CAMPBELL STAFF MEETING ON JAN 4 AT 9AM, SO WE MUST HAVE THAT WEEK'S BOOK COMPLETE BY END OF DAY ON DEC 31.

Happy Holiday.

Stuart

*facials* w/e 12/12 date book w 12/20-24  
12/19 no book 27-31  
12/26-date or not → 1/3-7  
→ 1/10-14  
*have Ed do*

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